Topicality on Twitter

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Finding topical content on Twitter

- Every industry has some sort of news or blogs covering it somewhere on the internet
- **This strategy involves searching for topical news and relevant blogs, see who interacted with them, and then find and contact those people on Twitter**
- You need to find about five articles, because some of them will work better than others
- **#1 Google**
- Search for relevant terms for your industry, click on the “News” section of the results, and pick one article that looks good enough
- Copy the URL of the article, go to search.twitter.com, and paste the link
- Ignore the companies that tweeted about it, focus on the real people who shared it
- Reply to start a conversation with these people and introduce your product without sounding spammy

#2 Buzzsumo

- Search for relevant terms for your industry, and you'll see a list of articles sorted by number of shares
- Pick one out, copy and paste the URL into the Twitter search, then engage with people who shared it